

Message Text

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ACTION COME-00

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P 070835Z FEB 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC PRIORITY 7863

UNCLAS TOKYO 1666

FOR COMMERCE/OED/DONALD T. JONES

E.O. 11652: N/A

TAGS: BTRA, BEXP, JA

SUBJECT: FOREIGN BUYERS GROUP: AMERICAN TOY FAIR

REF: (A) TOKYO 0961; (B) TOKYO 0991

1. REGRET HATTORI GROUP LISTED REF. (A) CANCELLED. BUYERS COMING FROM NUREMBERG MENTIONED REF. (B) ARRIVING INDEPENDENTLY AND NOT RPT NOT AS GROUP. LIST AND ITINERARY OF PEOPLE ARRIVING FROM NUREMBERG AS FOLLOWS:

1) MR. CHOKICHI NAKAJIMA, EXECUTIVE DIRECTOR, K K. NAKAJIMA SEISAKUJO (TOY MANUFACTURER), AND 2) MR. YOSHINORI MOGAMI, EXECUTIVE DIRECTOR, K.K. TSUKUDA (TOY MANUFACTURER), BOTH ARRIVING NEW YORK FEBRUARY 01, STAYING AT NEW YORK HILTON;
3) MR. SHIGEKAZU SATO, PRESIDENT, NICHYU K.K. (TOY IMPORTER), ARRIVING NEW YORK FEBRUARY 16 UNTIL 24, C/O MR. JOHN W. BANUET, 51 5TH AVE. AND 12TH ST., APT-17C, TEL.: 212-989-0517.

2. EMBASSY WOULD APPRECIATE IF COMMERCE COULD ARRANGE PRE-REGISTRATION FOR THESE THREE. HOWEVER, AS THEY ARE LARGE MANUFACTURER-IMPORTERS WHO APPEAR HAVE TRAVELLED N.Y. TOY FAIR BEFORE, WE DO NOT RPT NOT BELIEVE COMMERCE ASSISTANCE AT SHOW WILL BE NECESSARY.

3. THERE IS POSSIBILITY N.Y. BUYING OFFICES OF MAJOR JAPANESE DEPT. STORES MAY WISH ATTEND. TOKYO HEAD OFFICES REPORTEDLY HAVE ADVISED THEM OF FAIR, BUT
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COMMERCE MAY WISH CONTACT THEM DIRECTLY WHETHER THEY

WILL ATTEND. THEY ARE:

- 1) MR. MITSUMINE KUMAZAW, SEIBU DEPARTMENT STORE, LTD.
,32 694(9**8:3, SUITE 3475, 1221 AVE. OF THE
AMERICAS, NEW YORK, N..6. 10020, TEL: 212-869-0760.
- 2) MR. JIRO SHINOHARA AND MR. YUJI OKITSU, TAKASHIMAYA
NEW YORK REP. OFFICE, ROOM 2006, 6 EAST 43RD ST.,
NEW YORK, N.Y. 1001, TEL: 212-682-7190.
- 3) MR. YOSHIO KANO, THE DAIMARU INC. NEW YORK REP.
OFFICE, ROOM 1401, 212 5TH AVE., NEW YORK,
N.Y. 10010, TEL: 212-532-9150.

4. CANCELLATION OF TOUR FROM JAPAN DOES NOT RPT NOT
MEAN LACK OF INTEREST IN IMPORTS U.S. TOYS. LACK
OF TIME TO GATHER GROUP AND CONFLICT WITH LONG-
ESTABLISHED NUREMBERG HAVE BEEN CITED AS
REASONS.

5. WE INTEND MAKE USE U.S. TOY CATALOGS RECEIVED
THROUGH OFF-SITE CATALOG SHOW AND SPECIAL ARTICLES
IN NATIONAL TRADE JOURNALS. ACCORDINGLY, ALTHOUGH
TOUR RESULTS ARE DSAPPOINTING, SURVEY OF U.S. TOY
INDUSTRY FOR INTEREST IN JAPAN AND SOLICITATION OF
CATALOGS WILL BRING FUTURE GOOD RESULTS.
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